

5813-89

9/10/2013

1/10



UNITED STATES ENVIRONMENTAL PROTECTION AGENCY
WASHINGTON, DC 20460

OFFICE OF CHEMICAL SAFETY
AND POLLUTION PREVENTION

SEP 10 2013

Ms. Elisa Estremera, Federal Registration Specialist
The Clorox Company
C/o PS & RC; P. O. Box 493
Pleasanton, CA 94566-0803

Subject: FQPA Code 332 Minor Label Changes per PR Notice 98-10
Swan
EPA Registration Number: 5813-89
Application Date: August 21, 2013
EPA Receipt Date: August 22, 2013

Dear Ms. Estremera:

This acknowledges receipt of your Notification application, submitted under the provision of FIFRA 3(c) 5 and PR Notice 98-10.

Notification Purpose:

"Notification of three non-mandatory Marketing Claims. Please see bottom of Page Three."

On Page Three:

Inserted "**Twin -or- Value Pack;
Inserted "**Clorox® Disposable Toilet Cleaning System and eliminate that dirty brush;
Inserted "Try Clorox® Automatic toilet Bowl Cleaner₁ to keep your toilet fresh and sanitary."

General Comments:

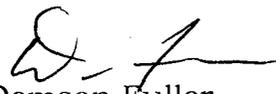
Based on the review of the information submitted, the following comments apply.

The Notification application is **Acceptable**.

And a copy of the **accepted** Notification is attached in *Regulatory File Jacket* 5813-89 for future reference.

If you have questions or comments with regard to this Agency Letter, please contact Killian Swift by email at Swift.Killian@epa.gov or by telephone at 703-308-6346. When you are submitting information or data in response to this Agency Letter, please send a copy of this Agency Letter with your response in order to facilitate processing.

Sincerely yours,



Demson Fuller,
Acting EPA Product Manager 32
Regulatory Management Branch II
Antimicrobials Division 7510P



United States
Environmental Protection Agency
Washington, DC 20460

 Registration
 Amendment
 Other

OPP Identifier Number
EE0168

Application for Pesticide - Section I

1. Company/Product Number 5813-89	2. EPA Product Manager Demson Fuller (acting)	3. Proposed Classification <input type="checkbox"/> None <input type="checkbox"/> Restricted
4. Company/Product (Name) SWAN	PM# 32	
5. Name and Address of Applicant (Include ZIP Code) The Clorox Company c/o PS&RC; P. O. Box 493 Pleasanton, CA 94566-0803 <input type="checkbox"/> Check if this is a new address	6. Expedited Review. In accordance with FIFRA Section 3(c)(3) (b)(i), my product is similar or identical in composition and labeling to: EPA Reg. No. _____ Product Name _____	

Section - II

<input type="checkbox"/> Amendment - Explain below.	<input type="checkbox"/> Final printed labels in response to Agency letter dated _____
<input type="checkbox"/> Resubmission in response to Agency letter dated _____	<input type="checkbox"/> "Me Too" Application.
<input checked="" type="checkbox"/> Notification - Explain below.	<input type="checkbox"/> Other - Explain below.

Explanation: Use additional page(s) if necessary. (For section I and Section II.)

Notification of three non-mandatory marketing claims per PR Notice 98-10. Please see bottom of page 3. This notification is consistent with the provisions of PR Notice 98-10 and EPA regulations at 40 CFR 152.46, and no other changes have been made to the labeling or the confidential statement of formula of this product. I understand that it is a violation of 18 U.S.C. § 1001 to willfully make any false statement to EPA. I further understand that if this notification is not consistent with the terms of PR Notice 98-10 and 40 CFR 152.46, this product may be in violation of FIFRA and I may be subject to enforcement action and penalties under § 12 and § 14 of FIFRA.

Section - III

1. Material This Product Will Be Packaged In:

Child-Resistant Packaging <input type="checkbox"/> Yes <input type="checkbox"/> No	Unit Packaging <input type="checkbox"/> Yes <input type="checkbox"/> No	Water Soluble Packaging <input type="checkbox"/> Yes <input type="checkbox"/> No	2. Type of Container <input type="checkbox"/> Metal <input type="checkbox"/> Plastic <input type="checkbox"/> Glass <input type="checkbox"/> Paper <input type="checkbox"/> Other (Specify) _____
* Certification must be submitted		If "Yes" Unit Packaging wgt. No. per container	If "Yes" Package wgt No. per container

3. Location of Net Contents Information <input type="checkbox"/> Label <input type="checkbox"/> Container	4. Size(s) Retail Container	5. Location of Label Directions cccc ccc cc c
6. Manner in Which Label is Affixed to Product <input type="checkbox"/> Lithograph Paper glued Stenciled <input type="checkbox"/> Other		cccccc cccc ccc cc c

Section - IV

1. Contact Point (Complete items directly below for identification of individual to be contacted, if necessary, to process this application.)

Name Elisa Estremera	Title Federal Registration Specialist	Telephone No. (Include Area Code) (925) 368-9012
-------------------------	--	---

Certification

I certify that the statements I have made on this form and all attachments thereto are true, accurate and complete. I acknowledge that any knowingly false or misleading statement may be punishable by fine or imprisonment or both under applicable law.

2. Signature 	3. Title Federal Registration Specialist	6. Date Application Received (Stamped)
4. Typed Name Elisa Estremera	5. Date August 21, 2013	

Note: ***Bold, italicized text is information for the reader. is not part of the label.*** [Bracketed information is optional text.] Underlined text is new. Strike-through (text) means removed. The terms "urinal or urinals" can be substituted or added where the terms "toilet or toilets" appear. All final labeling will contain cleaning instructions.
R0674121

4/10

SWAN

NOTIFICATION
Date Reviewed: 09-08-13
Reviewed By: William B. Swift

KEEP OUT OF REACH OF CHILDREN
DANGER: CORROSIVE

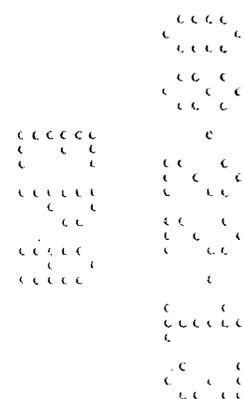
See back panel for additional precautionary labeling.

ACTIVE INGREDIENT:
Sodium Hypochlorite 2.4%
OTHER INGREDIENTS: 97.6%
TOTAL: 100.0%

[Contains 2.28% available chlorine]

NET Contents: _____

Contains no phosphorus



5/10

DIRECTIONS FOR USE

It is a violation of Federal law to use this product in a manner inconsistent with its labeling.

To Open Child Resistant Cap -or- Closure:

Squeeze sides [of cap -or- closure] where symbols -or- arrows indicate and twist counterclockwise one quarter turn. [Cap -or- closure] does not come off. To reseal -or- To close [tightly], turn [cap -or- closure] clockwise [until tightly closed].

[Use in well-ventilated area.]

To Clean, Sanitize, and/or Disinfect Toilet Bowl:

- [1] Flush toilet [before cleaning]. [To open: Squeeze and turn.] [Cap does not come off.]
[Lower cap so bottle is below the rim.]
- [2] Apply 6 oz -or- 1/4 of bottle -or- 3/4 cup [of this product] under and around rim [to coat the inside of bowl].
- [3] Scrub entire bowl [with a stiff brush] and allow to sit for 5 minutes for sanitizing -and/or- 10 minutes for disinfecting.
- [4] Do not allow pets or children to access the toilet during this time.
- [5] Flush toilet. [Rinse brush in fresh water after use.] [Close cap after each use.]

(Note that prolonged contact with metal, old porcelain or worn plastic laminate may cause discoloration. In addition, do not use with ammonia, as hazardous gases may be released.)

CLEANING CLAIMS:

New [and -or- & Improved][!] -or- Now [Improved][!] -or- Improved[!] [Now]
to be used as a claim descriptor only for the first 6 months of product on shelf

- An effective cleaner for use in the toilet -or- on toilet surfaces
- Better cleaning power -or- formula
- Bleach in the bowl!
- Brightens -and/or- whitens [-and/or- removes [dirt] stains]
- Brightens and whitens your bowl
- Brightens -and/or- whitens as it cleans
- Brightens with the power of Clorox® bleach
- Cleaning power of [Clorox®] bleach in [one] [gel] [formula]
- Cleans [your toilet bowl]
- Cleans -and/or- deodorizes
- Cleans -and/or- deodorizes with the power of [Clorox®] bleach
- Cleans -and/or- freshens
- Complete -and/or- full -and/or- total [coverage -or- coating] [dispensing]
- Clorox® [bleach] cleaning power
- Contains a powerful cleaner plus [Clorox®] bleach
- Contains cleaners plus powerful Clorox® Bleach
- Contains sodium hypochlorite plus a cleaner
- Contains the power of Clorox® Bleach in a gel formula that coats the bowl [better] for a deep down cleaning in -or- around the bowl
- Dispenses [in] [a] wide [band] to completely -or- fully -or- totally coat the bowl
- Easy to use [for cleaning]
- Effectiveness -or- Power of [Clorox®] bleach with a clean, fresh scent
- For [cleaning] use on both white and colored hard surfaces
- For a cleaner, fresher toilet
- For cleaner, fresher toilet -or- bathroom
- Freshens toilet bowl -or- bathroom
- Has the [cleaning] power of bleach
- Helps keep [the] [your] toilet [bowl] clean, clear, and free of odor
- Helps keep [the] [your] toilet [bowl] fresh and clean
- Keeps [the] [your] toilet [bowl] bleach-clean
- Leaves bathroom -and/or- toilet [bowl] fresh and clean
- Leaves the bowl bleach-fresh
- Leaves [the] [your] [toilet] bowl bleach-clean!
- Leaves toilet -and/or- bowl sparkling clean
- Leaves toilet [surfaces] [clean and] sanitary
- Makes your [cleaning] job easier
- Manual -or- Bleach toilet bowl cleaner
- Non-abrasive formula for cleaning -or- which will not scratch surfaces
- Prevents rust -and/or- hard water -and/or- toilet ring [build up]
- Removes stains -and/or- leaves bowl sanitary
- Removes stains and whitens with the power of Clorox® bleach
- The only [Toilet Bowl [Cleaner]] -and/or- [[clinging] gel] [with] -or- [that contains] Clorox® Bleach
- The only manual toilet bowl cleaner with the power of Clorox® [bleach]
- The power of Clorox bleach in a [convenient] gel formula
- This product [with bleach] in a [unique] gel formula
- Thick Clorox® Bleach toilet bowl cleaner
- Thick coating -and/or- clinging -and/or- [gel] [formula] [with bleach]
- Whitens with the power of Clorox® bleach
- Wide band -and/or- dispensing [for] [complete -and/or- full -and/or- total] [coverage -and/or- coating -and/or- dispensing] [with one quick motion -or- with one easy squeeze]
- Will not scratch surfaces

8/10

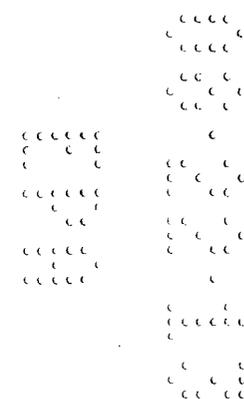
GENERAL CLAIMS:

New [and -or- & Improved][!] -or- Now [Improved][!] -or- Improved[!] [Now]
to be used as a claim descriptor only for the first 6 months of product on shelf

- Cleans and deodorizes the toilet bowl [water]
- Clinging action coats the bowl for deep-down cleaning
- Clings to sides of bowl better
- Commercial Solutions
- Concentrate -or- Concentrated formula
- Contains no abrasives -or- acids
- Deodorizes and has a clean, fresh scent -or- fragrance
- Fully dissolves [in the bowl water] – no messy residue to remove
- Great -and/or- Strong -and/or- Powerful -and/or- Lasting -and/or- Lingering bleach smell -or- scent.
- Great for toilets
- Has a clean, fresh scent -or- fragrance
- Improved Formula
- Natural Breeze [Scent]
- [New bottle,] Same great value
- [New] Easy grip bottle
- [New] Improved bottle
- [New] Improved clinging action
- [New] Improved scent
- [New] Thicker formula
- Non-abrasive formula [that will not scratch surfaces]
- Now with more bleach [in every bottle]
- Pleasant fragrance
- Rain Clean -or- Fresh Scent -or- Mountain Fresh -or- Sparkling Wave -or- Cool Wave -or- Natural Breeze [Scent]
- Removes odors
- Removes -or- Prevents -or- Eliminates odors
- Safe for colored toilets -and/or- porcelain
- Sparkling Wave [Scent]
- Thick formula
- Thick gel formula coats the bowl and dissolves stains for deep-down cleaning
- Thick gel formula coats the bowl for deep-down cleaning
- Twin -or- Value Pack
- Unscented
- Will not harm -or- [Safe for] plumbing or septic systems
- With clinging action
- Won't splash or drip [and will rinse away easily]
- www.Clorox.com

CROSS-PROMOTIONAL CLAIMS:

- Try Clorox®ToiletWand® Disposable Toilet Cleaning System and eliminate that dirty brush.
- Try Clorox® Automatic Toilet Bowl Cleaner₁ to keep your toilet fresh and sanitary.



8/10

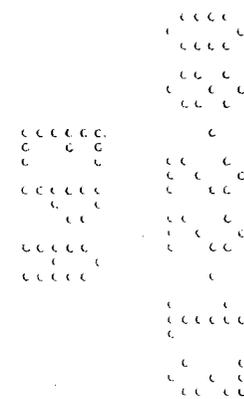
Pandemic 2009 H1N1 Influenza A virus***

Claims:

- Respiratory illnesses attributable to Pandemic 2009 H1N1 are caused by influenza A virus. This product (***Product Name***) is a broad-spectrum hard surface disinfectant that has been shown to be effective against influenza A2 virus and is expected to inactivate all influenza A viruses including Pandemic 2009 H1N1 (formerly called swine flu).
- This product has demonstrated effectiveness against influenza A2 virus and is expected to inactivate all influenza A viruses including Pandemic 2009 H1N1 influenza A virus.

- This product has demonstrated effectiveness against influenza A2 virus and is expected to inactivate all influenza A viruses including Pandemic 2009 H1N1 (formerly called swine flu).
- Kills Pandemic 2009 H1N1 influenza A virus (formerly called swine flu).
- Kills Pandemic 2009 H1N1 influenza A virus.

****** per Agency guidance dated October 22, 2009 "Guidance for Testing and Labeling Claims against Pandemic 2009 H1N1 Influenza A Virus (formerly called Swine Flu)" www.epa.gov/oppad001/h1n1-guide.html***



9/10

CLEANING/SANITIZING CLAIMS

- A bleach product for toilet [bowl] cleaning and sanitizing
 - Also kills 99.9% of Klebsiella pneumoniae (Kleb) and Staphylococcus aureus (Staph)!
 - An effective sanitizer [for use in the bathroom toilet]
 - [Bleach] Toilet [bowl] sanitizer
 - Cleans and kills 99.9% of germs
 - Cleans, kills 99.9% of germs -or- sanitizes and freshens with the effectiveness of Clorox® bleach
 - Cleans, sanitizes -or- kills 99.9% of germs, and deodorizes
 - [Cleans,] [whitens,] [brightens] and sanitizes -or- kills 99.9% of germs
 - Germ-fighting formula
 - Has the effectiveness of Clorox® [bleach] to kill 99.9% of [household] germs -or- bacteria
 - In-bowl sanitizer
 - Kills 99.9% of [common] [household] [odor-causing] bacteria: Klebsiella pneumoniae (Kleb) -and/or- Staphylococcus aureus (Staph) [in 5 minutes]
 - Kills 99.9% of [household] bacteria [in toilet -and/or- on hard nonporous toilet bowl surfaces]
 - Kills 99.9% of [household] bacteria -or- germs
 - Kills 99.9% of [household] germs on hard nonporous toilet bowl surfaces
 - Kills 99.9% of germs as it cleans
 - Kills 99.9% of household germs -or- bacteria with the effectiveness of Clorox® [bleach]
 - Kills 99.9% of the following organisms in 5 minutes: Klebsiella pneumoniae (Kleb) and Staphylococcus aureus (Staph)
 - Kills odor causing bacteria -or- germs in the toilet
 - Leaves [toilet] surfaces sanitized
 - Leaves toilet [bowl] sanitary
 - [Now] Kills 99.9% of germs
 - Removes stains and leaves toilet bowl sanitized
 - [Removes stains and] Leaves bowl sanitary -and/or- sanitized
 - Removes tough stains and kills 99.9% of germs
 - Sanitizer [for toilet use]
 - Sanitizes [toilet -or- bowl] surfaces [in 5 minutes]
 - Sanitizes in 5 minutes
 - Sanitizes -or- Kills odor-causing bacteria[: Klebsiella pneumoniae (Kleb) -and/or- Staphylococcus aureus (Staph)]
 - Sanitizes toilet surfaces [in 5 minutes]
 - Sanitizes under the rim
 - Sanitizes while it cleans
 - Sanitizing [formula] -or- Antibacterial [formula]
 - Sanitizing bleach cleaner for toilets
 - This product cleans and sanitizes simultaneously
 - This product combines cleaning and sanitizing
 - This product is a sanitizer for bowl surfaces [against Klebsiella pneumoniae (Kleb) and Staphylococcus aureus (Staph)]
 - This product kills 99% of Staphylococcus aureus (Staph) and Klebsiella pneumoniae (Kleb), common bacteria found on toilet surfaces
 - Unique gel formula cleans and kills 99.9% of germs -or- sanitizes with the effectiveness of Clorox® bleach
- Germ or disinfecting claims require 10 minute contact time.***

USE SITES:

Use this product undiluted in homes, schools, and other non-medical toilet bowl locations such as:

- | | | | |
|-------------------------------|--------------------------|-------------------|-----------------------------|
| Airports | Dressing Rooms | Institutions | Public Restrooms |
| Athletic Facilities | Exercise Facilities | Jails | Public Transportation Areas |
| Bars | Factories | Libraries | Restaurants |
| Business and Office Buildings | Fitness Centers | Locker Rooms | Retail Centers |
| Cafeterias | Grocery Stores | Malls | Shopping Malls |
| Campgrounds | Gyms | Motels | Shower and Bath Areas |
| Colleges | Health Clubs | Nurseries | Transportation Terminals |
| Convenience Stores | Hotels | Offices | Universities |
| Day Care Centers | Institutional Facilities | Public Facilities | |

ENVIRONMENTAL CLAIMS:

- Contains biodegradable cleaning agents -and/or- cleaners -and/or- surfactants -and/or- soaps and detergents
- Not harmful to plumbing and septic systems -or- Safe for [plumbing and] septic systems
- The bleach in this product breaks down almost entirely to salt and water -and/or- This bottle is made of ___% post-consumer recycled [HDPE] plastic -and/or- [This product is:] [S]uitable for septic [systems] -and/or- wastewater systems -or- treatment plants

CHILD RESISTANT CLOSURE CLAIMS:

Squeeze and twist to open. Close tightly.

Note: ***Bold, italicized text is information for the reader. is not part of the label.*** [Bracketed information is optional text.] Underlined text is new. Strike-through (text) means removed. The terms "urinal or urinals" can be substituted or added where the terms "toilet or toilets" appear. All final labeling will contain cleaning instructions.
R0674121

10/10

PRECAUTIONARY STATEMENTS

Hazards to Humans and Domestic Animals

DANGER: CORROSIVE.

Causes irreversible eye damage. Causes skin irritation. Prolonged or frequently repeated skin contact may cause allergic reactions in some individuals. Do not get in eyes, on skin, or on clothing. For prolonged use, wear gloves. Wash thoroughly with soap and water after handling. Remove and wash contaminated clothing before reuse. [Use only in well-ventilated areas.]

FIRST AID:

IF IN EYES: Hold eye open and rinse slowly and gently with water for 15-20 minutes. Remove contact lenses, if present, after the first 5 minutes, then continue rinsing eye.

IF ON SKIN OR CLOTHING: Take off contaminated clothing. Rinse skin immediately with plenty of water for 15-20 minutes.

IF SWALLOWED: Call a poison control center or doctor immediately for treatment advice. Have person sip a glass of water if able to swallow. Do not induce vomiting unless told to do so by the poison control center or doctor. Do not give anything by mouth to an unconscious person.

IN ALL CASES, call a poison control center or doctor for treatment advice.

Have the product container or label with you when calling a poison control center or doctor, or going for treatment. Clorox Information Line: 1-800-227-1860

NOTE TO PHYSICIAN: Probable mucosal damage may contraindicate the use of gastric lavage.

Physical and Chemical Hazards:

This product contains bleach. Do not use or mix with other household chemicals such as other toilet bowl cleaners, rust removers, acids or products containing ammonia. To do so will release hazardous, irritating gases. Avoid contact with clothes, fabric, carpet, wood, painted and paper surfaces.

Residential/Household uses

Storage and Disposal:

Store in a location inaccessible to children. Tightly close cap between uses. Nonrefillable container. Do not reuse or refill this container. Offer for recycling, if available or place in trash.

Professional/Institutional uses

Storage and Disposal:

Do not contaminate water, food or feed by storage and disposal of this product. Store in a location inaccessible to children. Tightly close cap between uses. Nonrefillable container. Do not reuse or refill this container. Offer for recycling, if available or place in trash.

QUESTIONS? COMMENTS? CALL 1-800-227-1860

A list of this product's ingredients is available at www.CloroxCSR.com

Mfd. for & ©2006 The Clorox Company,

1221 Broadway, Oakland, CA 94612

U.S. Patent Pending

EPA Reg. No. 5813-89 EPA Est. No. 5813-GA-1 (A4), GA-2 (VG),

CA-3 (A8); 58455-IN-1 (C6), IN-2 (O1); 71681-GA-1 (JG),

IL-1 (GU), IL-2 (24); 71106-GA-2 (E8)

Beginning of batch code indicates Est. No.

Made in the U.S.A.

